

Only with the new Argus President . . .

Completely automated slide projection!



Just compare these features against any other slide projector you've ever seen: variable brilliance control, so you show every slide in just the right light; push-button, power-operated elevation control; separate level control; choice of timed interval, electric remote control or push-button operation every time you show slides; "theater curtain" shutter; "once-a-show" precision focusing. The President wins hands down, doesn't it? And speaking of "down", \$15 down entitles you to show slides with it in your own home, tonight!

argus
PRESIDENT PROJECTOR

This photocell brings out the artist in you!

The new Argus C-44 is America's finest 35mm camera. Yet because its unique light meter is coupled right to the shutter speed control, picture taking is easier and surer than ever before. And you can concentrate on composition!

The C-44's loaded with other nice features, too, like rapid film advance, rapid rewind, full M and X sync, and of course, the bayonet mount which lets you switch to any one of three other lenses in seconds.

A solid value! Camera with f:2.8 lens, \$99.95. Coupled Meter \$19.95.

argus C-44



It's only tiny 'til you turn it on!

To look at the new Argus M-500 you'd never guess that its trim exterior conceals the heart of a tiger. It's small, uncomplicated, friendly. But douse the house lights and turn it on . . . and you've got yourself the biggest, brightest, smoothest home movies you *ever* saw!

The whole thing's the result of a new kind of lamp with all the reflectors and things *inside* the glass. They lock a searchlight beam on your screen . . . and there's no need for bulky, noisy blowers!

More facts: the M-500 takes 400-foot reels for uninterrupted half-hour shows; is literally a snap to load; runs forward, backward and shows "stills"; and is so quiet you'll hear nothing but the "oohs" and "ahhs" of your audience. Imagine! All this for \$89.95!

argus M-500 MOVIE PROJECTOR